

ET401 vs Consumer Tablets

Total cost of ownership

The TCO for the consumer tablet you’re thinking about buying is nearly twice as much as a rugged tablet. Meet the perfect alternative—ET401 Enterprise Tablets. No compromise on features. All at a price you can afford.

What can you expect when you purchase ‘good enough’ consumer tablets—instead of rugged tablets?	Consumer Tablets 	ET401 Enterprise Tablets 
 More device failures @ 74 minutes of lost productivity per incident²	Fragile Not built to handle demanding enterprise environments, results in more downtime and more frequent device replacements.	Rugged Built tough to handle the top reasons devices fail: drops, water exposure, extreme temperatures and dust.
 More battery failures @ 54 minutes of lost productivity per incident¹	No multi-shift power support Not user replaceable—remove from service to charge; no optional second battery; no visibility into battery health.	Multi-shift power User replaceable/swappable; optional second hot-swappable battery; battery statistics to spot and replace unhealthy batteries.
 More lost network connections @ 24 minutes of lost productivity per disruption²	Less reliable connectivity Typically based on older, slower wireless standards; consumer-grade devices are 28%¹ more likely to experience wireless connectivity issues that impact productivity.	5G and enterprise-class Wi-Fi 7 Fast and reliable cellular and Wi-Fi connections; superior Wi-Fi enterprise-class radio with available Fusion software for exceptional ‘no-drop’ Wi-Fi connections.
 More IT support time @ 70 minutes of IT time per trouble ticket²	20% more support tickets¹ Lack of rugged design and troubleshooting tools translates into more device downtime, more support tickets and higher support costs.	Maximize reliability to minimize support costs Rugged design and Zebra DNA™ tools like Device Diagnostics and Rx Logger to rapidly diagnose and resolve issues.
 More hard costs—need to purchase and manage separate enterprise scanners	No integrated scanner Need to purchase and manage separate scanners; more devices for workers to carry; integrated camera requires alignment with barcode; damaged barcodes are challenging.	Integrated scanner/RFID reader No need to purchase, maintain and manage separate barcode scanners or RFID readers to give workers fast and accurate enterprise-class data capture.
 Limited security for mobile devices and their data	Lack of security Without extra security beyond the standard OS protection, device information and data are more vulnerable to hackers and cyber threats.	Enhanced security Government-grade security features include FIPS 140-2, Common Criteria Certification, Android Strongbox, Secure Element, HID® Access Control; take complete control of OS updates with Zebra’s LifeGuard™ for Android™.
 No enterprise-class software toolkit to simplify device use	No value-add software tools Consumer device manufacturers do not typically invest in the development of software tools to simplify device use for users and IT.	Zebra DNA The industry’s most mature software toolkit; a large collection of tested and proven apps that are easy to deploy and easy to use; many are included with the device at no cost.
 Higher device costs—more than 2x the annual average rugged tablet failure rate²	Designed to last 1 to 2 years Consumer tablet failure rate is 123%² higher than rugged tablets, leading to the more frequent purchase of replacement devices.	Designed to last up to 8 years The longer life cycle delivers maximum value and a substantially lower TCO.

TCO comparison: typical consumer vs rugged tablet

The numbers below are based on industry average pricing. The ET401 TCO will be much lower since its cost is about half of the average rugged tablet.

 Lost productivity—nearly 2x more²	\$16,162 per device/8 years² Lost productivity costs are nearly double due to more frequent device failures.	\$8,168 per device/8 years² Rugged tablets are more reliable, maximizing uptime and minimizing lost productivity.
 Higher IT support costs—nearly 2x more²	\$20,256 per device/8 years² More device issues translate into more IT support time and cost.	\$10,264 per device/8 years² The rugged design reduces the volume of device issues, reducing IT support costs.
 High 8-year TCO—nearly 60% higher²	\$39,096 per device/8 years² \$4,887 annual TCO	\$24,528 per device/8 years² \$3,066 annual TCO

1. Enterprise Mobility Total Cost of Ownership; From the Expected to the Unexpected: Uncovering the True Costs of Mobile Solutions for Frontline Mobile Workers; VDC Research, 2021.

2. Enterprise Mobility Total Cost of Ownership; Emily Gove and David Krebs; VDC Research, 2022

Why settle for ‘good enough’ when you can give your workers all the features they need to do business right—at just a fraction of the cost of a typical consumer tablet?

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